

ADVERTISING AND DISTRIBUTION OF MATERIALS IN SCHOOLS

Background

The Division has the responsibility to prevent schools from being used as a means of an economical or convenient avenue of approach to parents and students or for distribution of materials, goods and services by non-school related agencies or individuals.

However, certain campaigns, distribution and advertising through schools without undue interference with the educational operation of the school, are deemed to be appropriate for school participation.

Procedures

1. The distribution of materials and announcements relative to education, community organizations, school or school related fundraising shall be left to the discretion of the School Principal.
2. Advertising materials may be accepted for use in schools, if:
 - 2.1 The materials are judged by the Principal to have sufficient educational or other value to justify their being used; and
 - 2.2 The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside organization.
3. The advertising and sale of school-related services such as school photos, yearbooks, calendars, agendas, school clothing and jewellery are permitted at the discretion of the Principal.
4. The advertising of educational products or services aimed at staff by a commercial business is permitted if the products or services may be of interest to staff and the Principal approves the specific print material. Such advertisements shall be restricted to the staff room or staff mailboxes.
5. Advertising in school publications such as newsletters and yearbooks shall be at the discretion of the Principal.
6. Unsolicited advertisements of non-school commercial activities, products, or services will not be sent home with students. However, teachers may choose to offer participation in book clubs or incentive programs on the approval of the Principal.
7. Sometimes business firms or organizations produce materials, products, websites, etc. which are of considerable value for school use, the production of which is designed to create general goodwill for the producer rather than to encourage directly the sale of a specific product or service. Such materials may be accepted for use in schools if all the following conditions are met:

- 7.1 The materials are judged by the Superintendent or designate, and Principal to have sufficient educational or other value to justify being used in schools.
 - 7.2 The advertising is inconspicuous; and
 - 7.3 The conditions of their use within the schools are determined solely by the Principal and are not imposed by any outside agency.
8. The distribution of materials relative to fundraising for, or in conjunction with, community organizations or businesses, shall be at the discretion of the Principal. All fundraising activities shall comply with Division provisions.
9. The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from students or staff from within the schools or on Division property by or on behalf of any outside individual or organization during instructional hours is prohibited, unless there has been prior approval of the Principal.
10. Students are not to be provided with any advertising materials unless the school or Division endorses a particular product, service or program.
11. Materials of a religious nature are not to be distributed to students or staff.
12. All other distribution of materials shall be left to the discretion of the Superintendent.
13. The distribution of material through Division Operations without the prior approval of the Superintendent or designate is prohibited.
14. Supply of lists of names and addresses of staff or students to any outside individual, company or organization is prohibited.

Adopted/Revised: JUN 2016/NOV 2019/JAN 2023/MAR 2026

Reference: *Education Act* s. 33, 52, 53, 55, 197, 222, 256
Access to Information Act (ATIA)
Protection of Privacy Act (POPA)
Board Policy 2 – Role of the Board
Board Policy 11 – Board Delegation of Authority
Board Policy 12 – Role of the Superintendent
Administrative Procedure 147 – Commercial Electronic Messages (Anti-Spam)
Administrative Procedure 154 – Political Electioneering
Administrative Procedure 180 – Freedom of Information and Protection of Privacy (under review)
Administrative Procedure 520 - Fundraising